

The Stouffville Tribune

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Notes and Comments

Dangerous Act is Thoughtlessness

It is amazing how thoughtless younger people can be if they happen to make use of a bicycle. The other day a couple of lads rode up in front of the post office, dropped their bikes right flat on the sidewalk and left them there while they spent some time inside the building. During their absence an older person nearly fell as they stumbled on one of the wheels, and in regaining balance stepped on the spokes leaving them well bent.

The owner of the wheel was highly incensed and appealed to the Reeve to learn if in his opinion he had to "take that kind of stuff without getting paid for the spokes damaged." He was promptly told that in the opinion of the official any damage suffered by his bicycle was his own fault, and had the person who stumbled on it fallen, and received injury he might have been held responsible for that too.

Surely those who are old enough to ride bicycles should know that they are taking great risk when they flop their wheels on the sidewalks where someone might trip over it. However, with many who are guilty of this practice, we put it down to just thoughtlessness. Perhaps a reminder by parents, teachers or Scout Masters would be timely.

Insurance Return Disappoints

Recently the writer had a life insurance policy on which he had made 20 full payments, but he was greatly shocked when he learned what the cash surrender value of the policy was. He was so disappointed that he threw the policy into a drawer, and it is still there, yet the incident is almost a year old.

Life insurance is very popular because it is very necessary and about the only thing the average man can turn to for family security in case of death. However, it is apparent that a very great deal of the premium money goes into operational expenses. Those large expensive insurance offices in the cities are the fruits of insurance premiums no doubt. Today, the small interest return on money is squeezing the profits of insurance investments so that the cash surrender value of a policy carried for twenty years is not very attractive, unless one values the cost of carrying the risk rather highly. Is it any wonder that many people are turning to government annuities with increased interest.

Liquor Ads and Profits

Effective April 1st, the Dominion Government lifted restrictions on liquor advertising throughout Canada. This means that it is now legal to advertise liquor in newspapers and magazines, on billboards and over the air, subject, however, to any restrictions that may be in effect or that may be placed upon such advertising by the various provinces. In other words, the Dominion Government has lifted the federal control but the provinces still have the right individually to ban liquor advertising or restrict it as they see fit.

Actually Ontario had placed a ban on liquor advertising before the federal government's wartime measure was inaugurated. Therefore, the Ontario restriction still stands and liquor advertising is still banned in this province.

No doubt efforts will be made to have this ban lifted. With what success remains to be seen. Quebec and a number of western provinces previously permitted liquor advertising and we presume these laws will again be in force now that the federal control has been lifted. In most of these provinces, we believe, the text of such advertising is subject to the approval of the provincial liquor control authorities.

In discussing liquor advertising one must make a distinction between what is generally known as "institutional" or "goodwill" advertising and "product" advertising, which is the direct advertising of intoxicating beverages of all kinds. The institutional advertising was used widely during the war to promote Victory Loans and for other patriotic purposes and no doubt the brewers and distillers felt they received some benefit from it by having their name attached to such advertising. Many other business firms followed the same process and without question this supporting advertising was of great value in promoting the sale of Victory Bonds and for other patriotic purposes. Since the war brewers and distillers have continued this type of advertising with various applications and we heard recently that they propose to make same available for the support of local charities.

While most newspapers accept the sponsored goodwill advertising some refuse it. Many of those accepting it would refuse the direct product advertising it offered and The Times-Gazette is among this number. In fact, this newspaper is quite in favor of continuing the ban upon the publication of liquor advertising of any kind in Ontario and has placed itself on record in this connection on a number of occasions.

While on the subject of liquor advertising we were interested in a statement made by Mrs. T. H. Greenaway of Hamilton, Provincial President of the W.C.T.U. at a recent meeting of the Oshawa branch of that fine organization. Mrs. Greenaway held up a copy of Collier's magazine which she said contained \$134.00 of liquor advertisements. As this seemed to us a rather tall statement, we bought a current copy of Collier's and found it contained 12 pages of beverage advertising (whiskey, gin, ale, wine, etc.). Ten pages are printed in four colors, the cost of which is \$10,000 per page. The other two pages are in two colors with the exception of one half-page which is in black only. The rate for this advertising would be slightly less. It would seem therefore, that Mrs. Greenaway's statement might be entirely correct with respect to the issue which she is using as an exhibit. Collier's magazine, by the way, has a net paid circulation of 2,869,000. We quite agree with Mrs. Greenaway's recommendation that in the selection of magazines for home reading preference be given to those which do not depend so largely upon the distillers and brewers for their support.

At the same time, it is only fair to point out that it is pretty hard to disassociate ourselves completely from the operations of an industry which has such widespread ramifications. A return tabled in the Ontario Legislature a few days ago showed total sales of beer, wine and spirits, for the fiscal year ending March 31, \$135,776,063. The net trading profit for the year amounted to \$21,600,871 and the province also received \$8,923,559 in fines, permit fees and taxes on brewers and wine manufacturers and the products. Thus the citizens of Ontario are compelled to share in the manufacture and sale of intoxicating beverages whether they approve of same or not. They are involuntary partners in the whole enterprise.

OUR CAPITAL CORRESPONDENT

Written exclusively for The Stouffville Tribune by M.L. Schwartz

It is evident in many directions in Ottawa that the authorities are moving at a faster pace now in reducing expenses and the effects are to be seen in the budget, with one of the most obvious directions of such practice of economy being noted in the lowering of expenditures for Canada's armed services where the cut has been even greater than it has been predicted by observers.

In fact, the defense estimates have dropped from a total of \$591,345,000 last year to \$239,741,000 and the cuts have been rather generous considering the unsettled state of world affairs at the present time in face of peace, with even the much-publicized research efforts in defense work being reduced from \$14,495,000 to \$13,031,834, though this does not seem to be generally recognized by the average Canadian.

Of course, it is pointed out in Ottawa that other countries are also slashing such costs now in efforts to cut expenses. For instance, Great Britain, with heavy world responsibilities, has shown in budgetary estimates that her three armed forces would have only 1,772,665 men for the fiscal year ending March 31, 1948, compared with 4,202,800 in the year previous, involving a budget saving of no less than \$1,595,500,000.

The policies and operations of the Canadian Broadcasting Corporation have been much-talked about lately on Parliament Hill and there is much more interest this year in this body than there has been ever since the CBC came into existence, with the remark that dissatisfaction with some of the activities of this organization appears to be growing, especially in view of the complaints against its handling of news and comments on news as charges of discrimination are allegedly heard though this has been strongly denied officially.

In any case, there is more than the usual interest now in the 25-man committee set up by the House of Commons to examine the functions of Canada's state-owned radio system and broadcasting in general, with this committee comprising 15 Liberals, 6 Progressive-Conservatives, 3 C.C.F., and one Social Credit member.

Then again, it is emphasized in Ottawa that the CBC does not take instructions from the government and it alone is responsible for its programmes, with this being mentioned to clarify the position of the CBC under its own Act of existence and operation and in the light of recent rumors.

Perhaps an indication of the rising cost of goods and other symptoms is the latest story in this capital that the huge loan to Britain of \$1,250,000,000, granted only about a year ago, has been spent about one-half already, though originally it was supposed to last for a three-year period. This revelation has come as a surprise to observers and it is believed in well-informed quarters here that it is likely a forerunner of news since there is little doubt that Canada will help further her best customer.

It appears that a delegation is scheduled to arrive in Ottawa some time in June in order to discuss

terms, in an exploratory manner, of a possible creation of a tenth province if Newfoundland decides to join Canada, though it is significant that this delegation will come here only after discussions in London. Of course, it is an important thing to note, when this was announced in Ottawa, it was received in an enthusiastic manner on all sides even if outwardly there was a reserved tone. It seems that, for strategic reasons of defense and trans-Atlantic air service and for a multitude of others, Newfoundland would be a worthy member of this confederation but at the same time it must not be overlooked that this old colony has had many financial problems in recent years, with a Governor in Commission in charge since 1934 when the island's finances showed signs of needing reconstruction.

Two of the busiest cabinet ministers during the holiday season were External Affairs Minister Louis St-Laurent, who acted as Prime Minister while Premier King was away in the United States on a trip, and Hon. Douglas Abbott, Finance Minister, who was working on the preparation of the much talked about budget.

With the appointment to the Superior Court in Quebec of Gerald Fauteux, K.C., now the two lawyers who acted as counsel for the Royal Commission inquiring into Soviet Russian espionage in Canada have been raised to the Bench. Previously, Kenneth Williams, K.C., was appointed a judge of the Court of King's Bench in Winnipeg. There is strong evidence in Ottawa that, with the disappearance of wartime control agencies and the determination to cut the heavy taxation burdens, strict economy in governmental operations is in the making.

It is recalled in Ottawa that the late King George II of Greece, who died recently, upon a visit to this capital told the press that "her people are now starving to death but their spirit remains unconquered" in telling about Greece's efforts in the common cause.

Until price ceilings were lifted on cars sold in Canada, authorities here held that the black market in used cars had reached the point where more secondhand motor vehicles were being sold undercover than through legitimate channels, with the common opinion being that prices of such secondhand cars will rise now.

A group of army officers and a civilian scientist have come to Ottawa from Washington for a conference with the Department of National Defence.

It is emphasized that, in addition to the huge benefits derived by the public from wartime price controls, the Canadian Government had saved itself a vast sum of money, estimated at approximately one billion dollars from 1942-1946.

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G. F. SMITH NAMED CNR FREIGHT AGENT

Cannington Native will Succeed G. H. Bush in Toronto Post. G. F. Smith, formerly assistant to the general freight traffic manager, Canadian National Railways, Montreal, a native of Cannington, has been appointed assistant general freight agent, with headquarters in Toronto, it was announced by J. A. Argo, freight traffic manager. Mr.

New Playings! Friday & Saturday, April 18-19
 "If I'm Lucky"—Vivian Blaine
 "Dangerous Venture"—H. Cassidy

Monday & Tuesday, April 21-22
'No Leave, No Love'
 VAN JOHNSON AND MARIE WILSON

"FOTO-NITE" Thursday!
"Centennial Summer" \$255.00 OFFER!
 JEANNE CRAINE AND CORNEL WILDE
 Wednesday and Thurs., April 23-24

Friday & Saturday, April 25-26
"TWO GUYS FROM MILWAUKEE"
 Dennis Morgan—Joan Leslie
"TRUTH ABOUT MURDER"
 B. Granville—M. Conway

STOUFFVILLE STANLEY Theatre of the Stars!

Monday & Tuesday, April 28-29
"ANNA AND THE KING OF SIAM"
 Irene Dunn—Rex Harrison

Coming!

Smith succeeds George H. Bush, who has been appointed general freight agent at Montreal. A Cannington lad, Mr. Smith began his service with the National System in the freight traffic department at Toronto, in 1911. He served in France with the Royal Canadian Corps of Signals and returned to railway service at Toronto in 1919. He served in various capacities at both Toronto and Montreal, until 1939, when he was appointed chief clerk to the freight traffic manager, Central Region, Toronto. In 1946 he was appointed to be assistant to the general freight traffic manager at Montreal.

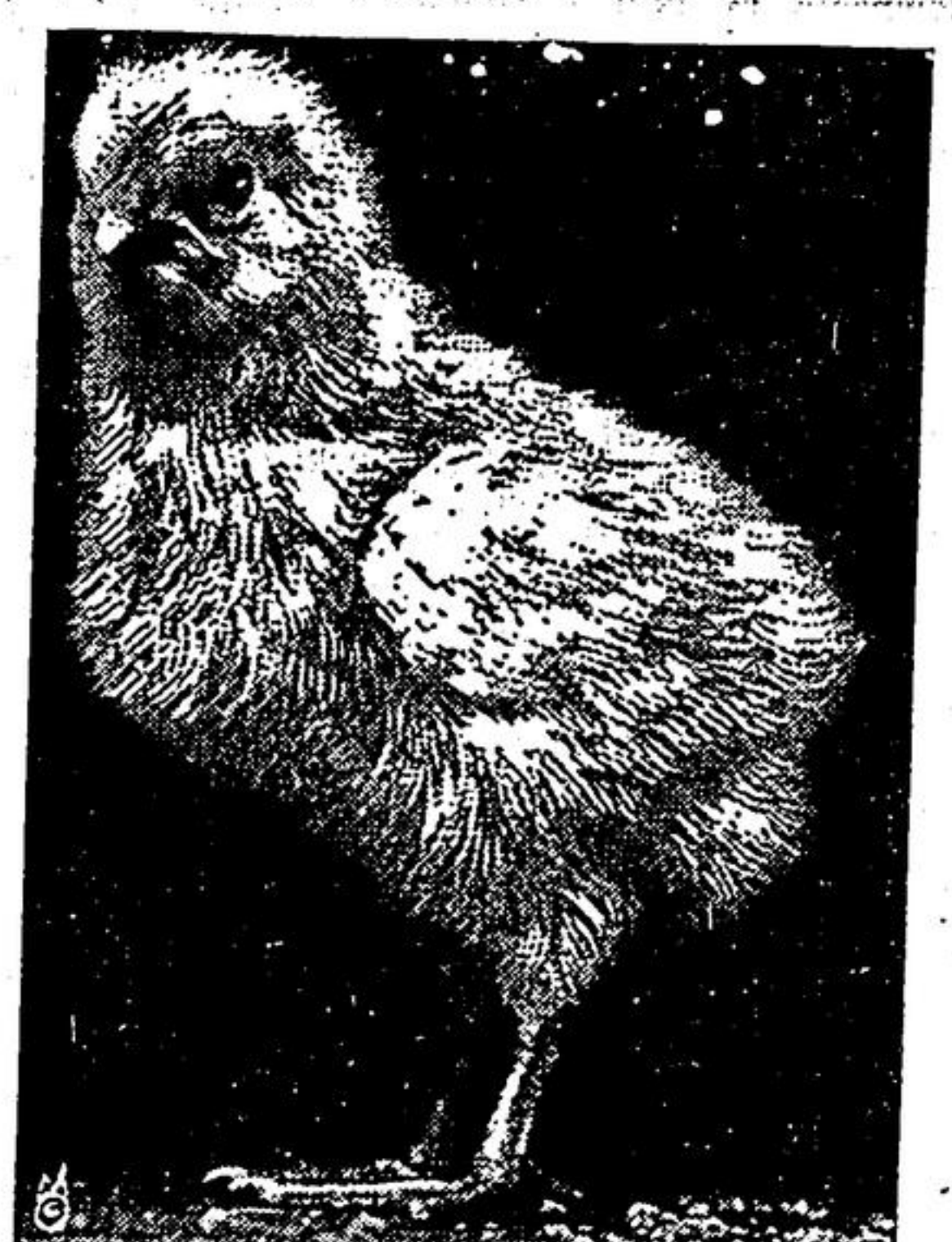
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